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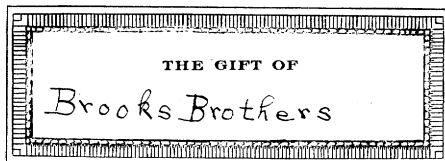
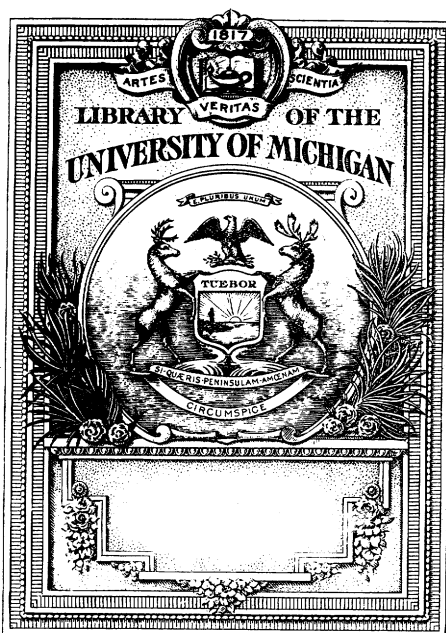
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Established
1818



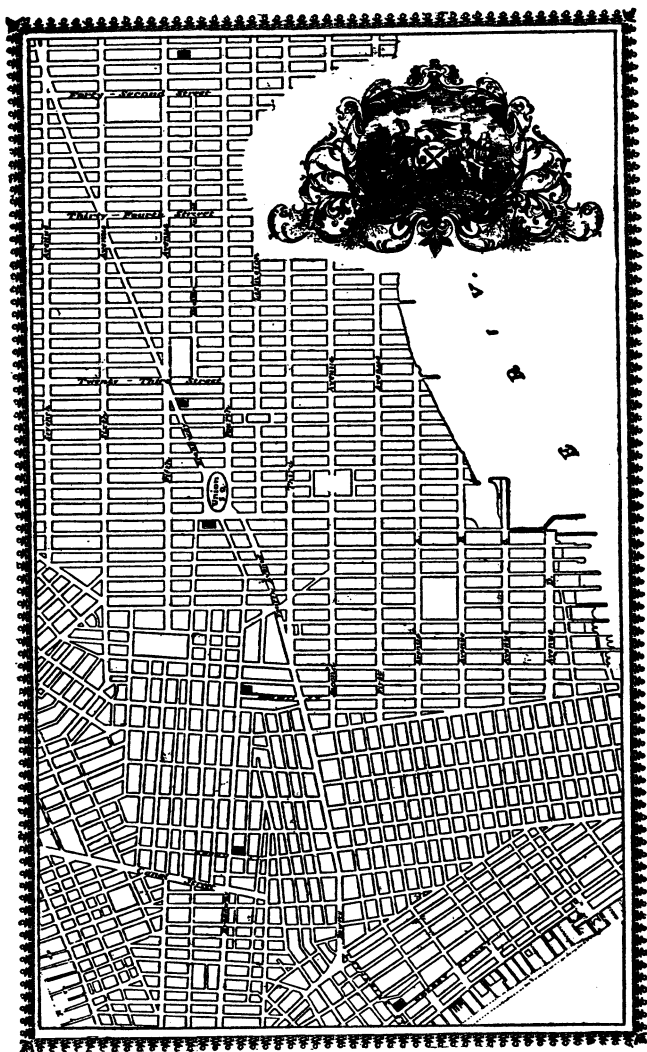
NEW YORK
BROOKS BROTHERS
Madison Avenue cor. Forty-fourth Street



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BROOKS BROTHERS

Established 1818



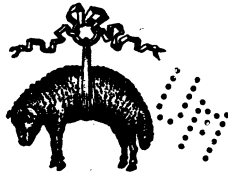
LOCATIONS OF BROOKS BROTHERS IN NEW YORK, 1818-1918

In 1852, when this map was drawn, there was no indication of a building-site on the spot where the Flatiron Building now stands and Madison Avenue had not been cut through north of 42nd Street

ESTABLISHED 1818

Brooks Brothers, New York
Centenary
1818 - 1918

*Being a Short HISTORY of the Founding
of their Business together with an ACCOUNT
of its Different LOCATIONS in the CITY of
NEW YORK during this period.*



Printed for BROOKS BROTHERS,
Madison Avenue, cor. Forty-fourth Street,
at The CHELTENHAM PRESS, NEW YORK



Copyright 1918
BROOKS BROTHERS
NEW YORK

Brooks Brothers
St.
4-19-1923



FOREWORD

IT is infrequent enough, in this country, for a business house to have completed a cycle of one hundred years to warrant the commemoration of its Centenary in this comparatively permanent form.

A kindly curiosity has often been manifested concerning the history and traditions of the house of **BROOKS BROTHERS** which shows that many are under a misapprehension concerning the real age and constitution of the establishment and the authenticity of the simple facts which link it in many ways with the history and development of the city in which it has grown and prospered.

From time to time, various excerpts from the history of the house have been published under its auspices, but it seems that upon such an occasion as this, reticence may be laid aside without offence to modesty, and a brief survey be given of the business career of **BROOKS BROTHERS** from its founding one hundred years ago to the present day.

Such is the purpose of the little book which follows, a book which, were our country not engaged in war, might have shown a gayer and more elaborate dress.

This time, however, is not one for display, nor on the other hand can we believe that it is a time for the entire suppression of just pride in an honorable achievement.

Brooks Brothers 2-4-22, 9

BROOKS BROTHERS

That it is an achievement to have completed one hundred years of upright, well-rewarded merchandising; for a family to have built up, maintained and retained control for four generations of a business such as this, few, we think, will deny.

Some of the aspects of this century of effort have a connection intimate with the growth of our country and city and these we trust will be in a measure interesting to our customers, and to others into whose hands this little book may fall.



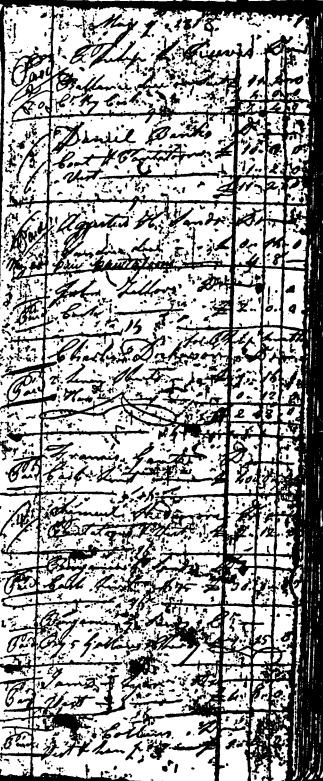
THE CITY OF NEW YORK

From Fort Columbus, Governors Island, reproduced from a print of 1816

Established 1818

TOWARD the close of the eighteenth century, Dr. David Brooks, a physician, born in Stratford, Connecticut, in 1747, came to New York and took up his residence on the northwest corner of Catharine and Cherry Streets. In 1795, after several years of practice, this gentleman succumbed to yellow fever, and some years later his elder son, Henry Sands Brooks, born in 1772, opened a clothing store on the site shown on our map of the city (frontispiece).

There is reason to believe that at one time Henry's younger brother, David, was associated with him and certainly David was later in the clothing business on his own account. It would seem, however, that the two parted company before the date given for the founding of BROOKS BROTHERS' business. This date, taken from the first day-book of Henry S. Brooks, Merchant, and still in the possession of his grandsons, is that which gives to this little book its title, ESTABLISHED 1818.



Showing the first entry, April 7th, 1818

ESTABLISHED 1818

At all events, that is the date of the founding of the house which can be traced directly as one and the same concern and which still operates, one hundred years later, in the same business and has continuously since the date of the first entry in the old day-book reproduced on page 8. From this same book, we learn that the original outlay for ground and building was as follows:

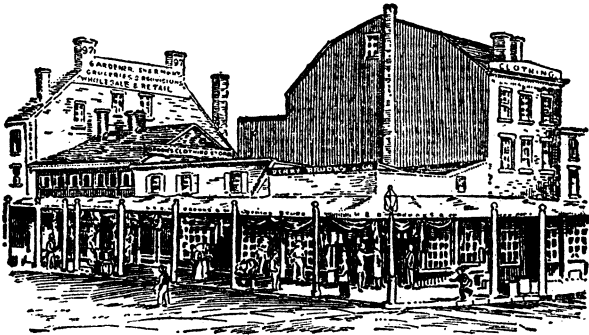
1818	Cost of ground and building cor. Cherry and Catharine Streets				\$15,250.00	
March	20	Cash	paid	ALFORD LOCKWOOD	1,000.00	
April	24	Cash	paid	JAMES LYON	100.00	
May	9	Cash	do do do		100.00	
"	23	Cash	do do do		100.00	
"	25	Cash	do	THOMPSON PRICE	80.00	
					\$16,630.00	
"	26	Paid	C. CLARK		30.00	
"	29	Cash	for carting and nails		30.00	
June	17	do	do boards		23.00	
					DAVID T. GRENACK	11.41
					MANN & BULL	39.78
					JOHN FRAIN	47.92
					JOB FURMAN	53.82
					STEVEN KINGSLAND	37.50
					\$16,903.43	
					Cash paid JAMES LYON	59.70
					W. S. LOWERY Bill	49.82
					\$17,012.95	

During this entire century which has seen so many changes and improvements in the city of New York, from the days when it was a town of 100,000 inhab-

BROOKS BROTHERS

itants in a country politically less than half a century old, to the present day when it bids fair to become the most important in the world, the business of BROOKS BROTHERS has gone steadily on with the development of the city, always informed with the same spirit, the same general policy that animated its founder, that of dignified, courteous service to those who sought the best.

It is unfortunate that no authentic picture of Henry S. Brooks's store, as it appeared in 1818, has been preserved. Instead we reproduce from *Valentine's Manual* a print showing the store in 1845 and a brief account of the business taken from the same source.



BROOKS' CLOTHING STORE, CATHARINE STREET

“About 1810, James Drake, David Logan, John Vansicklen, Samuel Thompson, and some others, commenced the clothing business in the vicinity of Catharine Market. Henry S. Brooks, in 1817-1818—in the

days when that fine specimen of an alderman, George Buckmeister, wore his cue in the board—opened his store, as shown by the print, on the corner of Catharine Street, which was, in 1845, replaced by the present building. At one period, just previous to 1830, Cherry Street, from James to Market, was the great centre of the clothing trade, and here some of the first wholesale houses were established. Conspicuous among them was Henry Robinson (with whom was at one time associated Joseph Hoxie), George Opdyke, our late Mayor, John J. Cisco, present Assistant Sub-treasurer of the United States in New York, Robert T. Haws, late Comptroller of the city, were all at one time in the clothing business in Cherry Street; besides a number of others who were carried by the tide of improvements to other parts of the city and country. . . . It calls back vividly old times to look upon the print which represents one of the great landmarks of Catharine Street a generation ago. What a tide passed through that narrow street in those days, hurrying to the horse-boats, hurrying to market, hurrying to the shops. And rising upon the wave, emerging like the Mariners in Virgil, here and there, some head which has become famous in one or other of the thousand channels of enterprise which New York and its citizens cut deeper, open wider, and follow with more vigor than any other people in the world. . . .”

By 1845 the store had been, conceivably, enlarged and added to since its original opening and a flourishing business was being done under the name of H. & D. H. Brooks & Co. Henry S. Brooks, the founder,

BROOKS BROTHERS



1818

had died in 1833, after having taken into the business with him Henry, the eldest of his sons who survived infancy, and Daniel H., his next son.

A very interesting period was this first quarter-century of the store's business. Catharine and Cherry Streets were among the main business thoroughfares of the town as then constituted, though maintaining somewhat of their residential character.

Longworth's Directory of 1828-29 shows us that Henry S. Brooks, whose two business addresses were 80 and 116 Cherry Street, had his residence at 159, while his mother lived at 97 Catharine Street and his brother David at 148 Cherry.

From another early source we learn that "the principal shipyards were also at that time located in the neighborhood, including those of the Ficketts, Mr. Bergh, Mr. Henry Eckford, etc. The Brooklyn ferry-boats were in those days propelled exclusively by horse-power. Franklin Square was the most fashionable quarter of the metropolis. The illustrious Governor De Witt Clinton resided in the vicinity; and opposite the time-honored warehouse of the BROOKS BROTHERS in

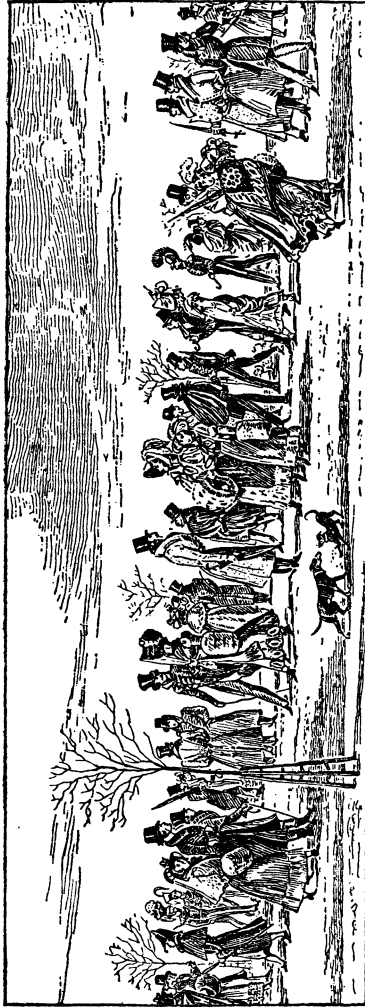
Cherry Street, still stands (1857) a row of buildings once known as Quality Row, and for many years chiefly occupied by the most eminent lawyers of this city."

In those days the business was not confined to retail selling as it now is and there was also a great trade among the sea-faring men who frequented that portion of the city. Tradition has it that the custom of merchants was, when an able seaman purchased an outfit, to regale him with a draught from the black bottle kept for this purpose beneath the counter. Whether this custom was honored by observance in the establishment with whose history we are now concerned there is no sure means of knowing. We may feel reasonably certain, however, that when a ship's master came in and bought a sturdy broadcloth coat, a nankeen vest and pantaloons of cassimere, the whole was wrapped up for him in a black silk kerchief for which no charge appeared upon the bill.

Men's dress in these years from 1818 to the death of the founder of BROOKS BROTHERS in 1833 may best be visualized by a study of the reproduction of an English print of 1825 on page 14. London, then as later, was the fountainhead of fashion in men's clothing and this may be taken as fairly representative of the various styles seen in New York during the twenties and early thirties.

Again we quote entries in the old day-book showing

BROOKS BROTHERS



LONDON FASHIONS IN THE WINTER OF 1824-25 FROM A CONTEMPORARY PRINT

charges against customers for various items of clothing and in some cases charges against other merchants, presumably tailors, for materials such as linings, buttons, cloth, etc.

It is interesting to note that the accounts were kept in pounds, shillings and pence, but this does not mean the pound sterling, now valued at \$4.86 $\frac{2}{3}$ par, nor the English pound sterling of those days, the par value of which was \$4.44. The unit was a pound "currency" which was 20 shillings, eight of which made one dollar. In other words, two shillings were worth 25c, and a pound \$2.50. This method of accounting probably obtained until some time in the thirties.

	DANIEL MERRETT, <i>Dr.</i>	
1818	of Hows Neck	
April 7th	Cash lent	£10: 0: 0
May 9th	PHILIP L. REEVES, <i>Dr.</i>	
	Ballance due on suit	£11: 4: 0
	Cr By Cash	4:
		£ 7: 4: 0
	DANIEL BANKS, <i>Dr.</i>	
	Coat and Pantaloon	£10: 0: 0
	Vest	1: 2: 0
	AUGUSTUS H. SANDS, <i>Dr.</i>	
	Sundries due	£ 0:12: 0
May 30	Pair Pantaloon	4: 8
June 20, 1818	CHARLES SHAMBURG	
	1 Coatee for an Apprentice	£ 3: 8: 0
October 28, 1818	BENJAMIN ANDREWS	
	12 yds. Casimeer, 20/-	£12: 0: 0
	29 " " 14/-	20: 6: 0
	29 $\frac{3}{4}$ " " 12/-	17: 4: 3
		£49:10: 3

BROOKS BROTHERS

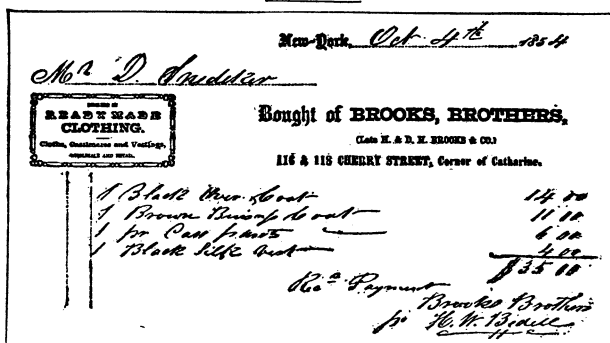
November 5, 1818	CAPT. BARNUM	
	One round Jackett for son	£ 1:16: 0
October 26, 1818	NEVINGSTONE GREENARD	
	4 Skanes of silk	0: 2: 0
	Thread and twist	0: 2: 0
		0: 4: 0
	Remnant	£ 1: 5: 0
	Buttons	12: 9
	2¼ Casimeer @ 22/-	2: 9: 6
	2½ yds. blue cloth 90/-	5: 0: 0
	2 yds. mixed cloths 40/-	4: 0: 0
	Cutting 2 coats	0: 4: 0
		£13:16: 3
	2 yds. linning 2/6	0: 5: 0
December 7, 1818	HENRY TRYON, Dr.	
	One round jacket	£ 2: 8: 0
December 17, 1818	MR. PETER VALENTINE	
	to 1 Peacoat \$7.00	£ 2:16: 0
July 17, 1819	EBEN KNAPP, Dr.	
	(for J. CLARK)	
	Vest, pantaloons, hanks	
	and stockings	£ 2: 8: 0
July 19, 1819	MR. DAVID CARPENTER, Dr.	
	1 round Jacket	£ 0:11: 0
	Suspenders	0: 2: 0
July 23, 1819	CHARLES DICKERSON, Dr.	
	1 Pair nankin pant	£ 0:12: 0
	1 Pair pantaloons	0:16: 0
	to Making Vests &	
	Pantaloons	1:10: 0
		£ 2:18: 0

The second quarter-century of the business saw the death of Henry Brooks, the eldest son of the founder,

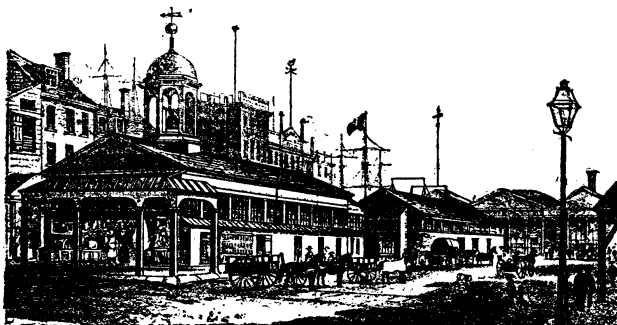
TWO MORE PAGES FROM THE DAY CHARGE BOOK OF HENRY S. BROOKS

and the control passed into the hands of four younger brothers, Daniel H., John, Elisha, and Edward S. Brooks.

BROOKS BROTHERS



A bill-head of 1854, facsimiled above, shows that the firm name had recently been changed from H. & D. H. Brooks & Co. to BROOKS BROTHERS and it has so remained ever since.



CATHARINE MARKET, N. Y., 1850

View from the front windows of BROOKS BROTHERS' Cherry Street store shortly before their removal to Broadway and Grand Street

In 1859, in "Carroll's New York City Directory," appeared the first advertisement of the firm of which we now have a record. This was descriptive of the store then recently opened at Broadway and Grand Street.

ESTABLISHED 1818



THE WATERFRONT ON THE EAST RIVER AT CATHARINE SLIP, 1851
BROOKS BROTHERS' store faces Catharine Market a block in from the river

BROOKS BROS.

Clothing Merchants

464, 466 and 468 Broadway, New York

BROOKS BROS. call the attention of visitors to New York and the trade, to their large and complete assortment of Ready-made Clothing and Furnishing Goods of superior style and make.

Our Custom Department will at all times be found complete in stock, and variety of piece goods, imported expressly for our trade, consisting of French, English and German Cloths, Cassimeres, Doeskins, rich Velvet, Silk, Satin and every new style of cloths, etc. of the finest quality, which will be made to order in the best manner and most fashionable mode.

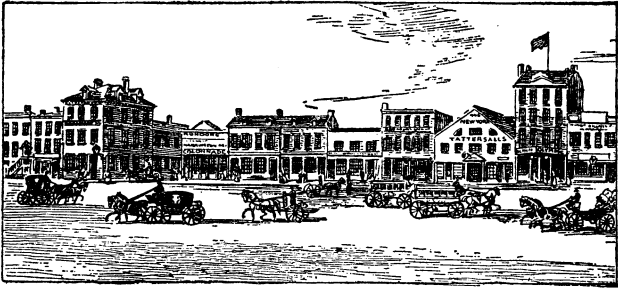
Our House of Forty Years' reputation, the first to embark in that which is now a leading commercial pursuit, from experience can guarantee superior goods—the best of work—at prices which have ever characterized our establishment.

Strangers are invited to visit our New Building, which is the most extensive and magnificent Clothing House on either continent. Our Custom Department claims particular attention, being a Circular Room lit from a dome 68 feet high, and finished in a superior style of art.

464, 466 and 468 Broadway and 116 Cherry St.

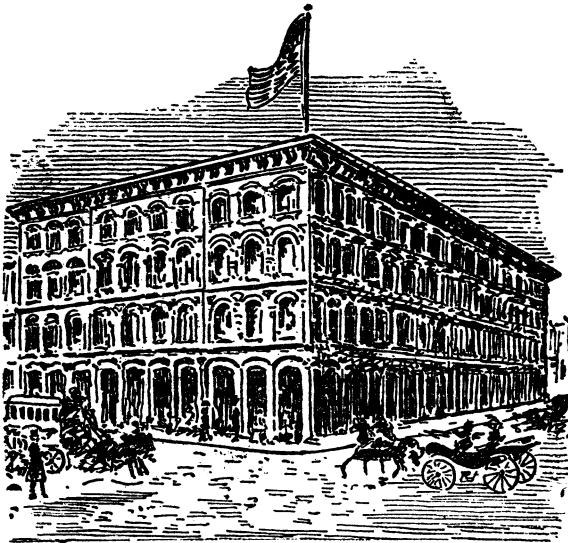
NOTE :—We refer all visitors to Mr. Sands, who will see that all are properly served. The reputation of the above house is a sufficient guarantee for goods purchased.—*Editor.*

BROOKS BROTHERS



BROADWAY BETWEEN HOWARD AND GRAND STREETS IN 1840

The location of Brooks Brothers' store was that occupied by the Broadway House at the left of the print. At the right was the famous "Tattersalls"



BROOKS BROTHERS' STORE, 1857-70

At Broadway and Grand Street, running through to Crosby Street



It is not without significance that there has been little change in the manner and style of the publicly printed advertisements of the house from that day to this; nor is that lack of change to be ascribed to the fact that all advertising in the middle of the nineteenth century was like BROOKS BROTHERS' and that theirs alone has failed to change. Here, for example, from the same issue of Carroll's Directory is the advertisement of another clothing house in the city, which for "punch" and "direct appeal" to buy might not be regarded as out of the running by some of our progressive advertisers of the present day.

. . . . & BROTHERS
Clothing Merchants
 . . . , . . . and . . . Fulton Street
 NEW YORK

O D E

Those mansions of marble, oh say if thou knowest
 O'er which the gay standard of Fashion's unfurled,
 Where the welcome is warm and the prices are lowest,
 And the clothes are the cheapest and best in the world;
 If not—fly at once, to BROTHERS betake you,
 They best can assist you to bear out your plan,
 For they either have got or will speedily make you,
 The best suit of clothes ever seen upon man.

We also reproduce, in exact miniature, another advertisement, printed in 1859, in the book commemorating the laying of the Atlantic Cable by the *Great Eastern*. It will readily be noted how little change in style of typography, as well as of wording, has come about in BROOKS BROTHERS' advertisements in more than half a century.

BROOKS BROTHERS

CLOTHING HOUSE

BROOKS BROTHERS,

BROADWAY, corner of Grand Street,

AND

CHERRY, corner of Catherine Street, NEW YORK.

MEN'S, YOUTHS' AND CHILDREN'S CLOTHING.

READY MADE AND TO ORDER.

At either of these establishments the above firm keep always on hand a large and carefully selected stock of Ready Made Clothing, together with a great variety of furnishing goods, including every requisite for a Gentleman's wardrobe. They have likewise the newest and best goods of the season for the ordered work, which receives special attention. In this department they make Army, Navy, and other Uniforms. Also, Outfits for Voyages and Travelling. Citizens and strangers will find here an attractive and convenient place to purchase clothing.



1858

If, however, the dress of printed matter has undergone no great change, hardly the same can be said of the dress of man.

[22]

During the stirring days of the Civil War, Messrs. Daniel H., Elisha, John and Edward S. Brooks held sway over the destinies of the business, while associated with them were Charles F. Goodhue and James A. Bishop. That times were indeed troublous for them as for others may be gathered from the two pictures, from Harper's and Leslie's Weeklies of August 1, 1863 (page 24), which depict the sacking of the Catharine and Cherry Street store during the draft riots. The two papers gave the following accounts of this circumstance, while from Valentine's Manual of 1864 we reprint the third quotation.

From *Harper's Weekly*, August 1, 1863

**"ATTACK UPON THE CLOTHING-STORE OF
MESSRS. BROOKS BROTHERS**

"From the first of the riot clothing appeared to be a great desideratum among the roughs composing the mob. On Monday evening a large number of marauders paid a visit to the extensive clothing-store of Messrs. Brooks Brothers, at the corner of Catharine and Cherry Streets. Here they helped themselves to such articles as they wanted, after which they might be seen dispersing in all directions, laden with their ill-gotten booty."

From *Frank Leslie's Illustrated Weekly Newspaper*,
August 1, 1863

"The riot which began on Monday, July 13, continued with unabated fury till Thursday, the 16th,

BROOKS BROTHERS



THE RIOT IN NEW YORK

The clothing store of Messrs. BROOKS BROS., Catharine Street,
pillaged by the mob



SACKING BROOKS' CLOTHING STORE

when the rebels were completely defeated in Second Avenue by Captain Putnam. . . . Mayor Opdyke's house and the *Tribune* office were also attacked, Brooks's clothing-store plundered, negro dwelling-houses in all parts pillaged, and many of the poor creatures murdered."

From *Valentine's Manual*, 1864

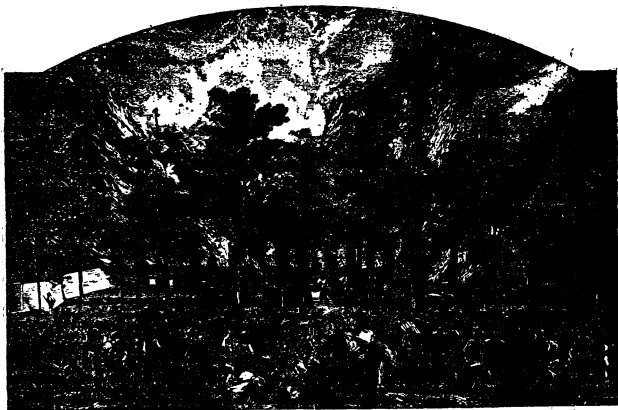
“After the West began to develop itself, and the grand canal was opened, business gradually worked its way over to the west side of the town. With this movement, Brooks Brothers, the present firm, the sons and successors of Henry S. Brooks, and composed of Daniel H. Brooks, John Brooks, Elisha Brooks and Edward S. Brooks, participated so far as to establish a new store (co-operating with the one which is still conducted by them on the spot established by their father) of large proportions on the corner of Broadway and Grand Street. Than this there is no finer, and, we believe, no larger, if there is so large, establishment of the kind in the world. The Catharine street store was sacked by the mob in 1863, for which no reason has, as far as we know, been assigned; for the Messrs. Brooks are fair, upright gentlemen, of mild manners and such simplicity of deportment as to allay and conciliate rather than excite ill feeling in any with whom they come into intercourse.”

It is interesting to see, in the lower of these pictures, that BROOKS BROTHERS' registered trade-mark, a modification of the Golden Fleece, was even then prominently displayed.

At the same time that the Catharine Street store was being sacked, the rioters were burning and looting the Colored Orphan Asylum, then located at Fifth Avenue, Forty-third and Forty-fourth Streets, less than two blocks from BROOKS BROTHERS' present



BROOKS BROTHERS



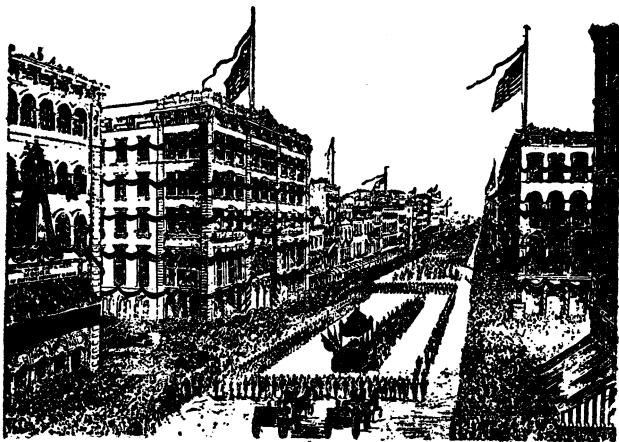
THE RIOT IN NEW YORK

The rioters burning and sacking the Colored Orphan Asylum. This building was situated just north of 42nd Street between Fifth and Sixth Avenues, only two or three blocks from BROOKS BROTHERS' present store

location. Scenes of violence were common throughout the city, and no one knew where the fury of the mob would next burst forth. What a contrast between the tumult engendered by the draft of '63 and the calm business-like procedure of the conscription by selection of the present day; notwithstanding the fact that the men now drafted are going into a war a thousandfold more bloody, more merciless and more vast than even our Civil War.

The night after the attack on the Catharine Street store, careful watch was kept and a guard was mounted over BROOKS BROTHERS' uptown store, opened in





**LINCOLN'S FUNERAL PROCESSION PASSING BROOKS BROTHERS' STORE AT
BROADWAY AND GRAND STREET**

The store is the one with the flag, at the right

1857, at Broadway and Grand Street. There is, in the present organization, only one man who was then (in 1863) in the employ of BROOKS BROTHERS. He well remembers, as a boy, keeping guard at the uptown store throughout that night. As President of the corporation and senior member of the entire organization, he forms a link between the BROOKS BROTHERS of the Civil War time and of today.

It was from this newer location at Broadway and Grand Street that BROOKS BROTHERS saw the funeral cortège of Abraham Lincoln pass by, in 1865, the store draped as shown in the picture on this page,

BROOKS BROTHERS

which is reproduced from an old print. Thus ended the second quarter-century of the business.



OFFICER OF LIGHT ARTILLERY, 1812



CAPTAIN U. S. NAVY, 1812

Just here it may not come amiss to speak of the service of this house to the officers of the Army and Navy throughout its one hundred years of activity. From the character of the business done and of its known early customers we may assume that not a few of the veterans of the war of 1812 and of the participants in the Mexican War made use of its facilities for obtaining uniforms, etc. During and after the Civil War, it had many distinguished officers of both arms of the service as patrons, among whom were Generals Grant, Sheridan, Hooker and Sherman.

ESTABLISHED 1818



OFFICERS OF THE UNITED STATES ARMY
Battle of Molino del Rey, Mexican War, 1847-48

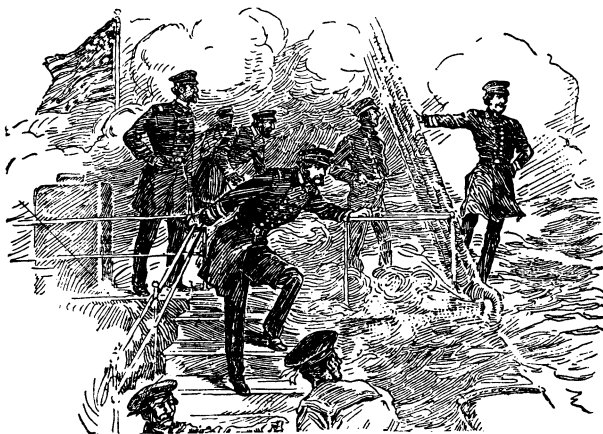


MARINE AND NAVAL OFFICERS
At the Bombardment of Vera Cruz, Mexican War, 1847-48

BROOKS BROTHERS



OFFICERS OF THE UNITED STATES ARMY
In the Civil War, 1861-65

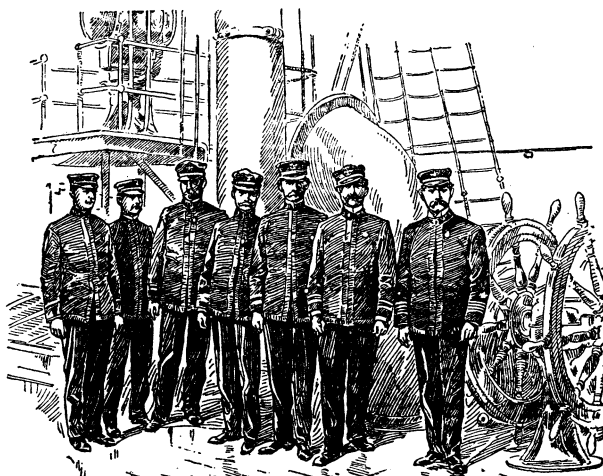


OFFICERS OF THE UNITED STATES NAVY
In the Civil War, 1861-65

ESTABLISHED 1818



OFFICERS OF THE UNITED STATES ARMY
In the Spanish War, 1898



OFFICERS OF THE UNITED STATES NAVY
In the Spanish War, 1898

BROOKS BROTHERS

It is also said that the coat worn by Lincoln on the night of his assassination was made by BROOKS BROTHERS. At all events he was a regular customer of the store.

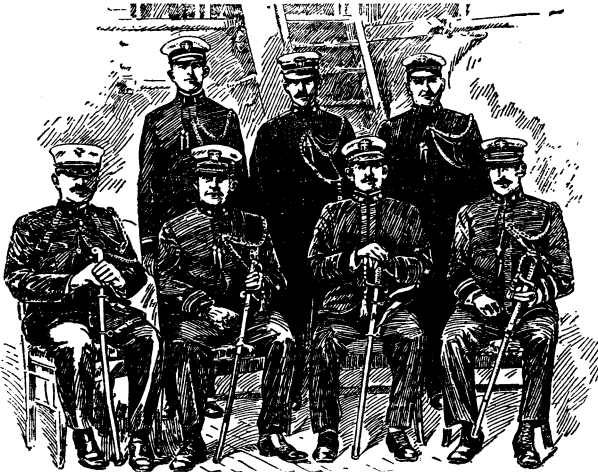
A number of the patriotic and adventurous young men who volunteered in our war with Spain were also outfitted in this establishment, while for many years the dress uniforms of New York's "Seventh" Squadron "A," The First Corps Cadets of Boston, etc., were the product of its workrooms. There have always been officers in the graduating classes of West Point and Annapolis who have been regular and honored customers, both for military clothing and for the formerly much-prized "cits" in which the embryo soldier and sailor used to disport himself when on leave. By them, as full-fledged officers in ports and posts far removed from New York, BROOKS BROTHERS' reputation has been spread pretty well around the globe. The house also during the great vogue of military day school and boarding school, which obtained some twenty years ago, was the maker as well as in frequent instances the designer of the uniforms worn by the cadets of the various institutions.

The transition from the stately garb of the soldier of the early nineteenth century to the workmanlike khaki of today's service uniform may be traced in the accompanying pictures.

ESTABLISHED 1818

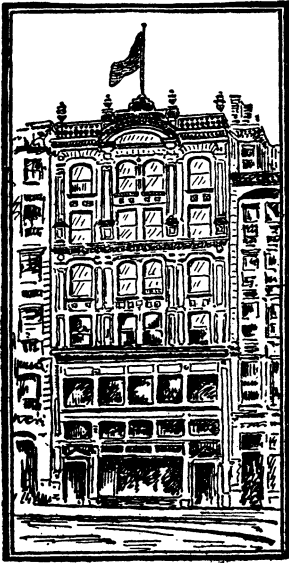


OFFICERS OF THE UNITED STATES ARMY
In the field, "Somewhere in France," 1918



OFFICERS OF THE UNITED STATES NAVY, 1918
An Admiral and his staff

BROOKS BROTHERS



BROOKS BROTHERS' STORE, 1870-74
South Union Square between
Broadway and University Place

1870, BROOKS BROTHERS moved uptown from Broadway and Grand Street to South Union Square. This was, however, only in the nature of a temporary resting-place, as they were await-

The changes in the naval uniform are not perhaps so apparent to the eye, despite the changed conditions of sea warfare due to the substitution of steam for sails and the invention of the torpedo and the U-boat.

Almost immediately upon entering the latter half of their century, in





BROOKS BROTHERS' STORE, 1874-84

On the northeast corner of Broadway and Bond Street, opposite the Broadway Central Hotel

ing the completion of new premises, erected for them on the northeast corner of Broadway and Bond Street, to which they removed four years later. This year, 1874, saw the abandonment of the original location at Catharine and Cherry Streets, which had been occupied during all of the previous fifty-six years of the business.

Again we depend upon a picture (page 34) to show more easily and quickly than it could be described the clothing of the seventies. This was a transition and reconstruction period for all of the United States and no less so for BROOKS BROTHERS than for others.

BROOKS BROTHERS



THE BUCK HORN TAVERN
Broadway and 22nd Street, 1818



UNION HOUSE, COR. OF 21ST ST BROADWAY, N.Y. 1857.
Occupied for many years as a Justice Court

The prints reproduced above give an idea of the appearance of the Madison Square district at the time when BROOKS BROTHERS was founded and again at the time of the removal from Catharine Street to Grand Street

The early years of the third quarter-century saw the deaths of Elisha and Edward S. Brooks, and the admission to partnership of John E., son of John, and Clarence, son of Elisha.

Daniel H. Brooks, last survivor of the sons of the founder of the business, retired in January 1879, and several of the former employees of the business became associated as partners, the new firm consisting of John E. and Clarence Brooks, Francis Wagner, Jarvis Weed, Clark S. Hopps, Matthias S. Euen, Hiram S. Armstrong and Francis G. Lloyd. Shortly after this the firm cast its eyes farther uptown, following, as ever, the march of first-class trade.

The southeast corner of Broadway and Twenty-second Street, the site of the old Park Theatre, was finally decided upon as a promising location, and in 1884, a year after the opening of the Brooklyn Bridge, they moved to this then fashionable shopping district. The well-known building, a picture of which is shown on page 38, housed the business, after various enlargements, for thirty-two years—a generation—till again the northward urge of business necessitated a removal.

In 1889, Frederick Brooks, the youngest son of John and second brother of John E., was admitted to partnership, and Matthias S. Euen retired, other previous deaths and retirements leaving the new partnership consisting of John E. Brooks, Francis

BROOKS BROTHERS

Wagner, Francis G. Lloyd and Frederick Brooks. Another three years saw the retirement of Francis Wagner, while Walter Brooks, another son of John and brother of John E. and Frederick, entered the firm.



BROOKS BROTHERS' STORE, 1884-1915
Southeast corner of Broadway and 22nd Street

Mr. John E. Brooks retired from the business in 1896, and in 1903 the co-partnership was changed to a corporation with the following officers and directors :

ESTABLISHED 1818

President FRANCIS G. LLOYD
Vice-President . . . FREDERICK BROOKS
Secretary EUGENE E. MAPES
Treasurer WALTER BROOKS
Assistant Treasurer, AUGUSTUS M. HUSTED

Today Walter and Frederick Brooks, with the following officers, constitute the board of directors:

President FRANCIS G. LLOYD
Vice-President . . . EUGENE E. MAPES
Secretary OWEN WINSTON
Treasurer WILLIAM B. HARDIN

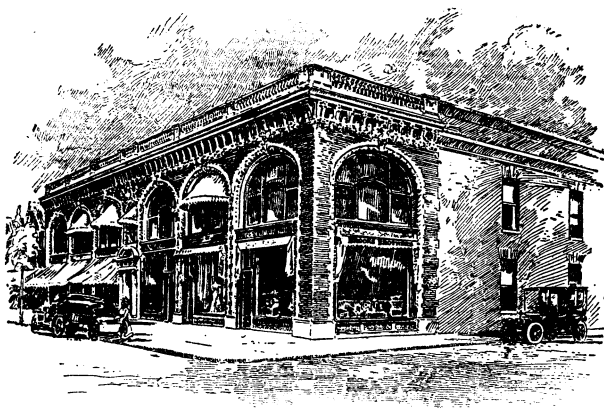
Harold Brooks, son of Frederick Brooks, is a stockholder, and actively engaged in the business, thus representing the fourth generation of the Brooks family, father and son, directly pursuing the same career.

In 1909, during their sojourn at Broadway and Twenty-second Street, they made the experiment of establishing sales-offices for the convenience of their customers at Newport, R. I. This was a success and the offices are open each year during the "season," from June to October.

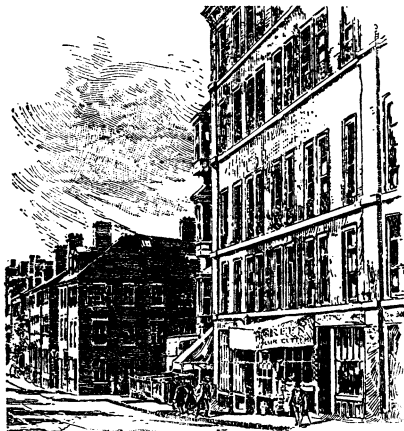


1898

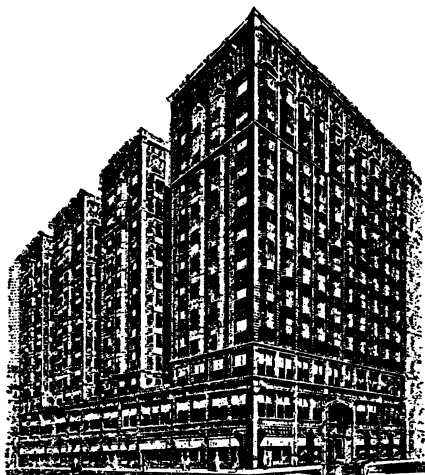
BROOKS BROTHERS



BROOKS BROTHERS' NEWPORT SALES-OFFICES, OPENED 1909
Audrain Building, 220 Bellevue Avenue, Newport, R. I.



TREMONT STREET FROM THE CORNER OF BOYLSTON ABOUT 1858
The Hotel Pelham is seen on the right-hand corner, the present site of the
Little Building. The Hotel Touraine now occupies the corner at the left



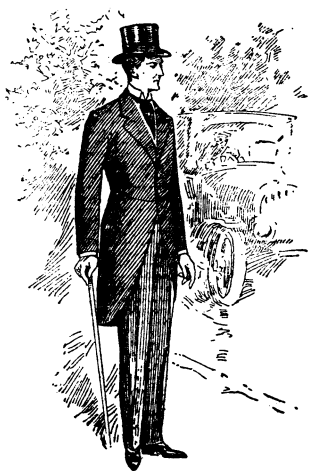
THE LITTLE BUILDING, COMPLETED APRIL, 1917

BROOKS BROTHERS' Boston Sales-Offices are on the second floor, with windows on both Tremont and Boylston Streets

In 1912 they also opened sales-offices in Boston, at 149 Tremont Street; in April 1917 these offices were removed to larger quarters on the second floor of the new Little Building, opposite the Hotel Touraine, on the corner of Tremont and Boylston Streets.

It is characteristic of the establishment that, in the selling and manufacturing departments, as well as in the office, are a number of employees who have been in the business for thirty years and more. One of the salesmen has served five generations of a certain New York family, having been with BROOKS BROTHERS more than fifty-five years.

BROOKS BROTHERS



1918

Several others have been with the house nearly as long and it is part of the policy of the business to retain them so long as they feel inclined to serve.

Their present New York location and new building, completely described in a booklet published at the time of their removal in the summer of 1915, would seem likely to remain

suited to the requirements of the business for another generation at least. To be sure, the outposts of the retail district have already moved farther northward, but BROOKS BROTHERS have ever been mindful of the maxim, one which suits the conservative but not inflexible nature of their general policy: "Be not the first by whom the new is tried nor yet the last to lay the old aside."

The enduring facts of the situation of the Grand Central and the Pennsylvania Railroad terminals, Central Park, the New York Public Library and its surrounding park, as well as other considerations, seem to augur permanence for BROOKS BROTHERS at Madison Avenue and Forty-fourth Street.

ESTABLISHED 1818

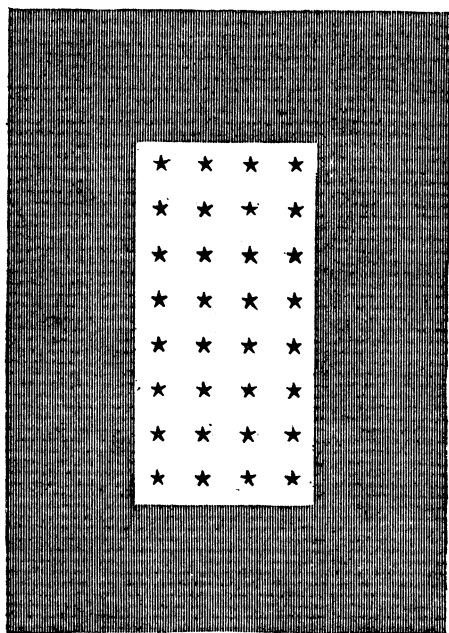


BROOKS BROTHERS' NEW BUILDING, COMPLETED IN 1915
Northwest corner of Madison Avenue and 44th Street

[43]

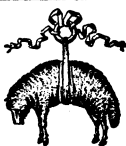
BROOKS BROTHERS

In any event, we hope that the business described in the following quotation, written in the sixties and reprinted with a pride which we trust may, in the circumstances, be pardoned, will continue for many years, another century, perhaps: *"a house, the memory of whose probity and utility will remain, long after the descendants of its founders have passed beyond a world of toil."*



BROOKS BROTHERS' SERVICE FLAG

April, 1918



ESTABLISHED 1818.

Brooks Brothers,

CLOTHING,

Gentlemen's Furnishing Goods.

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